



Creating Policy, Systems, Environmental Change: Your Success Story and Lessons Learned

Sonoma County Healthy Retail Project – Healthier Checkout

Healthier checkout areas have been planned, created and/or maintained at 14 retail sites participating in the Sonoma County Healthy Retail Project.

Intervention Summary

When assessing the retail environment at each Healthy Retail Project store, project staff found that there are too many sugar sweetened beverage options in the checkout areas. In addition, there are too many less healthy snack items (i.e. chips and cookies) in the checkout area and very few healthier options (i.e. fruit, vegetables, nuts, seeds). To address this problem, the Project staff and CX3 Community Liaisons trained to work with stores have been working with small market owners and staff at 14 retail sites to increase the availability of healthier beverages (i.e. water, 100% fruit juice, low-fat milk) and healthier snacks in the checkout area. Project staff monitor progress at each retail site by using a quality control checklist to assess types of products available in the checkout area, marketing materials displayed in the checkout area, and areas for improvement.

Description of Barriers Encountered and Identified or Proposed Solutions

The primary challenge to this PSE strategy has been to maintain the healthier items in the checkout area. One issue has been with the vendors who continue to stock the checkout area with less healthy items or remove the healthier options altogether. Project staff is working to overcome this challenge by communicating Project goals with the vendors as well as encouraging store owners to work with their vendors to identify healthier options to stock in the checkout area.

Future Directions/Sustainable Success

The short term goal for this intervention is to have all stores maintain a healthier checkout area with at least one healthier snack item and one healthier beverage option in at least one checkout lane (if multiple checkout lanes exist). In addition, all stores will have healthier snacking and beverage marketing materials displayed at or near the checkout area. The long-term goals for this intervention are that all stores reduce the amount of sugary drinks and less healthy snacks in their checkout areas, and all checkout lanes have healthier options available for customers to choose from.

Contact information about this Narrative

Local Health Department Grant Name: Sonoma County

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Author's Name: Danielle Ronshausen

Phone: 707-565-6629

Email: Danielle.Ronshausen@sonoma-county.org

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